

Pinatex Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The global pinatex market size reached around USD 73.39 Million in 2024. The market is projected to grow at a CAGR of 6.20% between 2025 and 2034 to reach nearly USD 133.93 Million by 2034.

Global Pinatex Market Growth

Pinatex has emerged as a promising solution for sustainable manufacturing in the global fashion industry. It is derived from the fibres of pineapple leaves and is 80% biodegradable. Moreover, it is vegan and cruelty-free, which makes it a comparatively more ethical alternative to existing forms of leather. The fashion industry produces 92 million tons of textile waste annually. With the proliferation of fast fashion brands, carbon emissions by fashion industry are expected to increase by 50% and the total volume of textile waste can reach 134 million tons annually by 2030. This highlights the need for sustainable textile materials manufactured from agricultural waste products which can not only reduce the environmental footprint of human activities but also generate revenue. Globally, pineapple farming generates over 76 million tons of waste pineapple leaves. As per the pinatex market analysis, the production process doesn't require any additional water, which saves water and promotes responsible management of natural resources. This is expected to have a favourable impact on market growth.

The market analysis also suggests that the fashion industry is responsible for 20% of global water wastage and accounts for 3% of global carbon emissions. Nearly 10% of all microplastics reaching the world's oceans annually come from old textiles. Over the past 15 years, the frequency of wearing garments among consumers has declined by over 35%. This is expected to prompt apparel manufacturers to shift towards pinatex for enhancing their consumer appeal, thereby promoting pinatex market expansion.

Key Trends and Developments

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Increasing environmental consciousness among consumers; evolving consumer preferences; innovation in home furnishings; and increasing automotive production are factors expected to drive the pinatex market growth.

July 2024

Tata International launched Phoenix Leather under its range of Earthcare Leather products, which were developed in collaboration with India's Central Leather Research Institute (CLRI) and is expected to impact the pinatex market dynamics favourably.

April 2024

Dole Packaged Foods, LLC, Rais Case, and Ananas Anam together launched a limited-edition range of branded women's handbags (Vida Bag) created from Pinatex, to drive the production of sustainable fashion accessories.

December 2023

Nupelle, a sustainable leather brand owned by Foremost Champion Co., Ltd., launched Panex, a non-toxic, water-resistant alternative to traditional leather products comprising of 60% pineapple fibre content.

July 2023

Carolina Herrera, a New York based retailer of fashion items, launched a Tachira Bag, a luxury pinatex-based bag for women in gold, silver, and metallic black colours. It features removable metallic straps that can also be transformed into bracelets or necklaces. This is expected to increase the overall pinatex market revenue.

Increasing environmental consciousness among consumers

The production of each square meter of pinatex requires around 480 pineapple leaves. It wastes 40% less fruit, 50% less water, and releases 75% less carbon emissions as compared to conventional leather.

Evolving consumer preferences

In 2021, The Vegan Society reported that 50% of all customers prefer purchasing vegan apparel. Increasing consumer consciousness regarding animal welfare is expected to have a favourable impact on pinatex market outlook.

Innovation in home furnishings

Pinatex can be used to manufacture innovative and sustainable upholstery materials for enhancing the household aesthetics as it is a tough and durable material and is available in a wide range of colours.

Increasing automotive production

This trend is expected to increase the demand for sustainable upholstery material which add to the aesthetics of automotive interiors while ensuring a good in-cabin experience. It is expected to drive the pinatex market development.

Global Pinatex Market Trends

Fur and leather have been the most popular raw materials for the global fashion industry. However, in 2021, the introduction of

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vegan fashion products recorded a year-on-year growth of 43% in the United Kingdom, with other countries such as Israel, the United States, and France exhibiting a similar trend. The demand for recyclable vegan clothing has also surged, indicating that consumers are adopting a stricter attitude towards minimising waste generation at the household level. This is expected to facilitate the pinatex market development.

Global Pinatex Industry Segmentation

The EMR's report titled "Global Pinatex Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Colour:

- Charcoal
- Natural
- Brown
- Gold
- Silver
- Others

Market Breakup by Application:

- Footwear
- Automotive Upholstery
- Furniture Upholstery
- Bags
- Belts
- Personal Accessories
- Others

Market Breakup by End Use:

- Consumer Products
- Automotive
- Textile
- Others

Market Breakup by Region:

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Global Pinatex Market Share

Based on region, the market is segmented into North America, Europe, the Asia Pacific, Latin America, and the Middle East and

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Africa. Over the forecast period of 2024-32, the Asia Pacific is expected to grow at a CAGR of 7.1% because of the growth of the fashion industry and the increasing demand for sustainable upholstery for furnishing households in the region.

Leading Companies in the Global Pinatex Market

Major pinatex market players are manufacturing gold and silver coloured pinatex yarns for the fashion industry as these colours are most popular for making handbags and apparels.

Ananas Anam Ltd.

Ananas Anam Ltd. was founded in 2013 and is headquartered in London, United Kingdom. It was the original founder of Pinatex and is now engaged in manufacturing sustainable leather products in collaboration with other companies.

PEEL Lab

PEEL Lab was founded in 2021 and is headquartered in Osaka, Japan. It is engaged in sourcing, design and manufacturing customised plant-based leather products for businesses by utilising waste materials.

Foremost Champion Co., Ltd.

Foremost Champion Co., Ltd. is a family-owned company based in Taiwan, that is engaged in producing vegan leather products. Its key export markets include Australia, France, the United States, Germany, and Vietnam, among others.

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